

CEDEC 2009

CESA DEVELOPERS CONFERENCE 2009

SPONSORSHIP OPPORTUNITIES



The CESA Developers Conference (CEDEC) is a technical conference for game developers organized by the CESA industry group that has been designed with the aim of improving technical abilities throughout the industry.

Touted as one of the most important events in the industry along with the Tokyo Game Show, it attracts the industry's leading game developers to deliver speeches and introduce the latest technologies and business information.

Having expanded in size with each passing year since its inauguration in 1999, CEDEC will be marking its 10th anniversary this year.

The CEDEC in 2009 will be undergoing a number of major changes:

- Relocation of the conference venue to PACIFICO Yokohama will serve to substantially expand both the size of the exhibitions as well as the number of audience members.
- The number of sessions will be increased by 1.5 times from that of last year to as many as 150 sessions.
- Exhibitions for game development-related solutions will be completely transformed. These exhibitions will be located adjacent to the Session Hall to allow visitors to more effectively obtain information on products and solutions.
- In addition to exhibitions, a Sponsorship Seminar will be established, thereby providing opportunities for sponsoring companies to introduce their products and solutions according to the needs of those in attendance.
- The CEDEC AWARDS ceremony will be held during the course of the event to award outstanding game development technologies. The ceremony is designed to promote the CEDEC AWARDS as prestigious awards honoring game developers from a technical standpoint.

We warmly invite you to join us at the all-new CEDEC as we embark on a fresh start.

- **Period**
September 1–3, 2009
- **Venue**
PACIFICO Yokohama
- **Organizer**
Computer Entertainment Supplier's Association (CESA)
- **Co-organizer**
Nikkei Business Publications, Inc.
- **Number of Session**
150 (planned)
- **Expected Number of Attendees**
2,500
- **Concurrent Events**
CEDEC AWARDS, Welcome Reception, Networking Party, etc.

SPONSORSHIP PROGRAMS

PROGRAM LIST

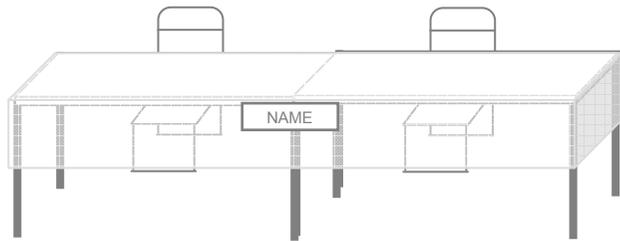
LIST		FEE (excl. tax 5%)	SPEC.	ATTENDEE LIST	FREE ACCESS	PAGE
A	EXHIBIT BOOTHS	JPY 250,000	Tables, Chairs, Company Name Panel, etc.	-	✓	6
B	SPONSORSHIP SESSIONS	JPY 350,000	Cap. 144, 60 minutes	✓ *	✓	7
C	LUNCHEON SESSIONS	JPY 600,000	Cap. 144, 40 minutes	✓ *	✓	8
D	REGULAR SESSIONS SPONSORSHIPS	JPY 100,000	Logo in Conference Program, etc.	-	-	9
E	CEDEC AWARDS SPONSORSHIPS	Platinum: JPY 500,000 Gold: JPY 300,000 Silver: JPY 100,000	Logo Awareness, Brochure at the venue, etc. *Depends on the plan	-	-	10
F	Developers Night SPONSORSHIPS	Platinum: JPY 500,000 Gold: JPY 300,000 Silver: JPY 100,000 Stage Presentation: JPY100,000 Exhibit Booth: JPY 100,000	Logo Awareness, Brochure at the venue, Tickets, etc. *Depends	-	-	11-12
G	MEETING ROOMS					13
H	SESSION PASS ADVERTISING	JPY 300,000	Logo, Ad (90 x 30mm)	-	-	14
I	LANYARDS	JPY 500,000		-	-	15
J	TOTE BAG SPONSORSHIP	JPY 750,000		-	-	16
K	BANNERS	JPY 250,000	1500 x 1000mm x2	-	-	17
L	GUIDE BOOK ADVERTISING	1 Page: JPY 100,000-	w210 x h297mm	-	-	18
M	OFFICIAL WEBSITE ADVERTISING	JPY 200,000	w468 x h60 pix	-	-	19

ATTENDEE LIST: Attendee list will be provided by the management office.

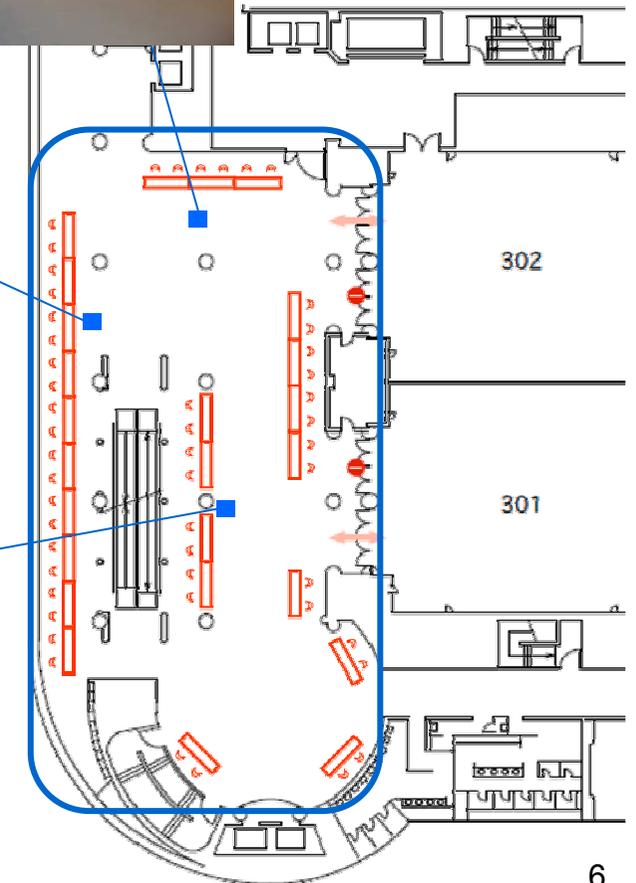
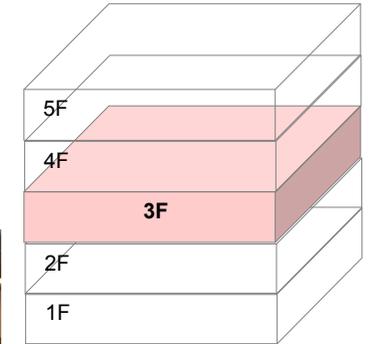
FREE ACCESS: Attendees who don't have paid passes can access.

A) EXHIBIT BOOTHS

Deadline: July 31



Image



SPEC

- Booth Space 3.6m x 2m
- Cloth-Covered Table (w1800 d600 h700) x 2
- Chair x 2
- Company Name Panel (w600 h200)
- Electricity (1KW)

FEE: JPY **250,000** (excl. tax 5%)

*Booth location will be served in order of application

B) SPONSORSHIP SESSIONS

Deadline: July 31



Image

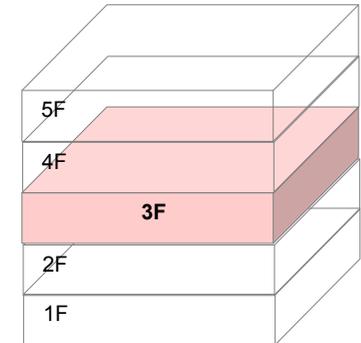
SPEC

- 60 minutes
- Cap. 144
- Projector, Microphone set
- Attendee list

FEE: JPY **350,000** (excl. tax 5%)

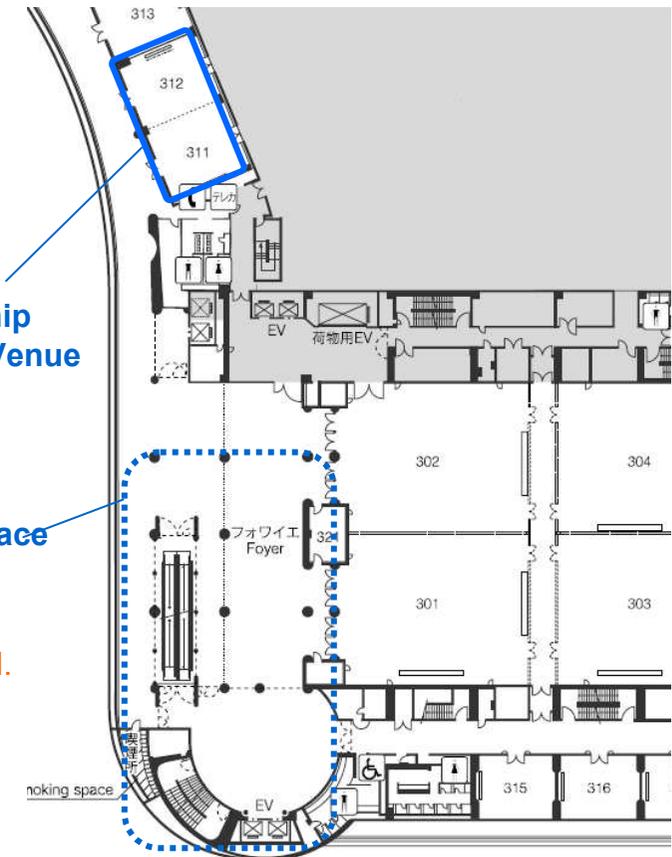
- *Session slot will be served in order of application.
- *Session venue is subject to change.

Additional applications are required when simultaneous interpreting facilities are required.



Sponsorship Sessions Venue

Exhibit Space



C) LUNCHEON SESSIONS

Deadline: July 31



Image

SPEC

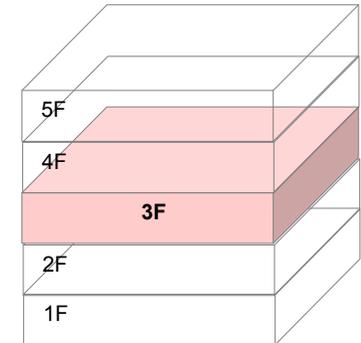
- 40 minutes
- Cap. 144
- Projector, Microphone set
- Lunch Boxes for attendees
- Attendee list

FEE: JPY **600,000** (excl. tax 5%)

*1 slot per day / Session slot will be served in order of application.

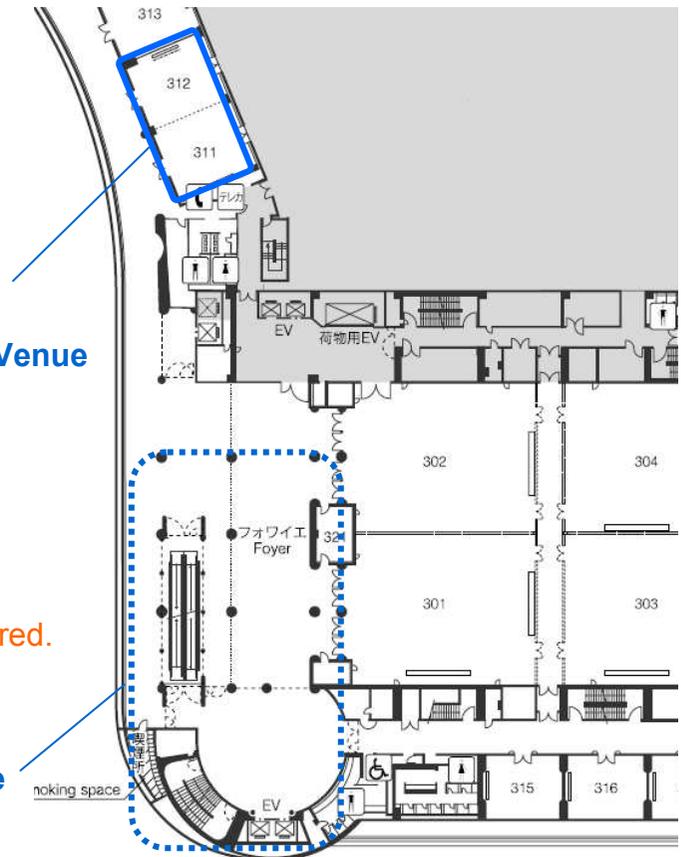
*Session venue is subject to change.

Additional applications are required when simultaneous interpreting facilities are required.



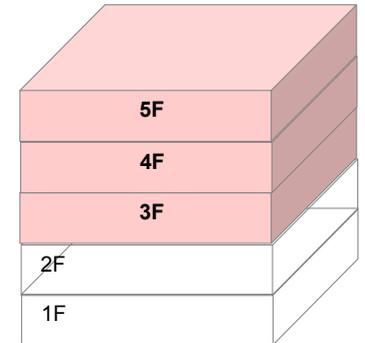
Luncheon Sessions Venue

Exhibit Space





Image



SPEC

- Logo in conference program
- Logo awareness on the official website
- Logo awareness at the session venue
- Brochure at the session venue

FEE: JPY **100,000** (excl. tax 5%)

*Served in order of application



example

·CEDEC AWARDS are the accolades for celebrating developers who contribute to game development technologies and were first held in 2008.



Overview

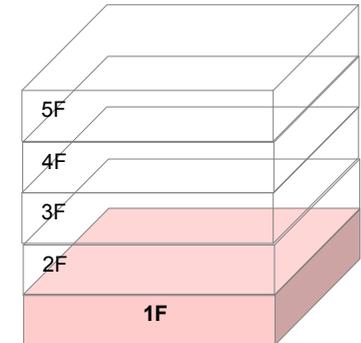
Date: September 2, 2009

17:50 – 18:50 (planned)

Venue: Main Hall

Cap.: 1,000

Categories: Programming/Development, Visual Arts,
Game Design, Sound, Special Award (planned)



Previous Awards

		Platinum	Gold	Silver
Fee (excl. tax 5%)		JPY 500,000	JPY 300,000	JPY 100,000
Number of Slots		1	3	N/L
Logo Awareness	Guide Book	✓	✓	✓
	Official Website	✓	✓	✓
	Signboard at the venue	✓	-	-
	Opening Movie	✓	-	-
	Photo Session Awareness	✓	-	-
Brochure at the venue		✓	✓	-
Onsite Banner		✓	-	-

Note: Brochures and Banner must be prepared by the sponsor.

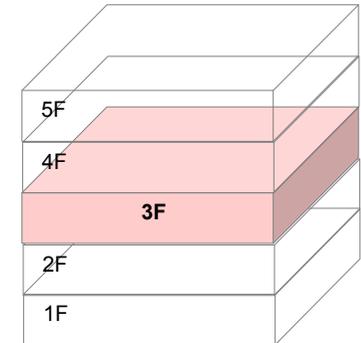
- The Developers Night is a networking party which will be held after the CEDEC AWARDS.
- Around 300 people who are speakers, attendees and invited guests will participate in the party.



Previous Party

Overview

Date: September 2, 2009
 19:00 – 21:00 (planned)
 Venue: 303+304 (planned)
 Cap.: 300 (planned)



		Platinum	Gold	Silver
Fee (excl. tax 5%)		JPY 500,000	JPY 300,000	JPY 100,000
Number of Slots		1	3	N/L
Logo Awareness	Guide Book	✓	✓	✓
	Official Website	✓	✓	✓
	Signboard at the venue	✓	-	-
Brochure at the venue		✓	✓	-
Party Tickets		15	5	-
Presentation on the stage / Demo Movie on the screen		✓	-	-

Event Sponsorships Options

•Presentations at stage

- Time Slot: 10 minutes
- Facilities: Microphone and Projector

FEE: JPY **100,000**(excl. tax 5%)

•Exhibit Booths at venue

Spec

- Cloth-Covered Table (w1800 d600 h700) x 2
- Company Name Panel (w600 h200)
- Electricity (1KW)

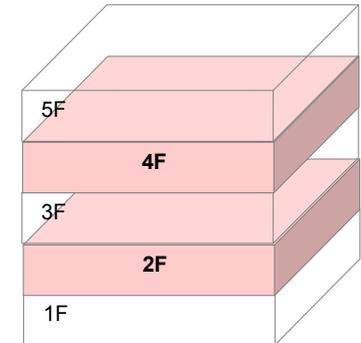
FEE: JPY **100,000** (excl. tax 5%)

•Party Tickets

- 1- 10 JPY **5,500** per ticket (excl. tax 5%)
- 11- JPY **5,000** per ticket (excl. tax 5%)

G) MEETING ROOMS

·Meeting Rooms will be served only to sponsors which participate in any one of Menu A to F.



Room	sqms	cap. (island form)	Fee (excl. tax 5%)
418, 419	172	60	124,000
421,422, 423	69	24	50,000
424	67	24	48,000

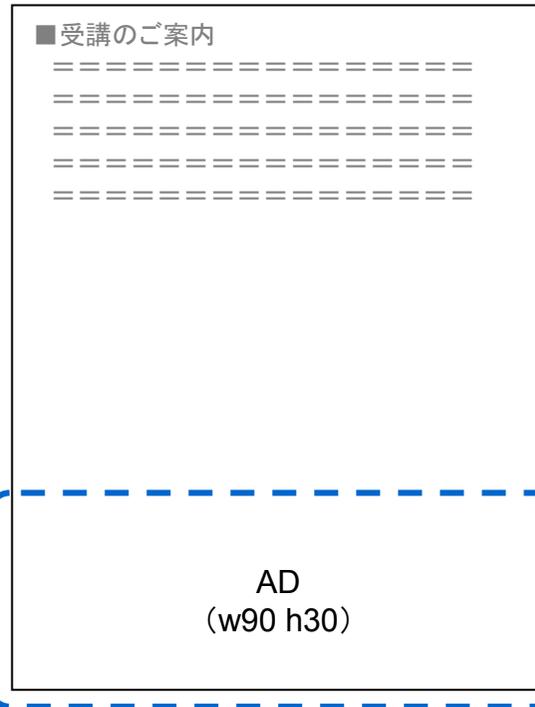
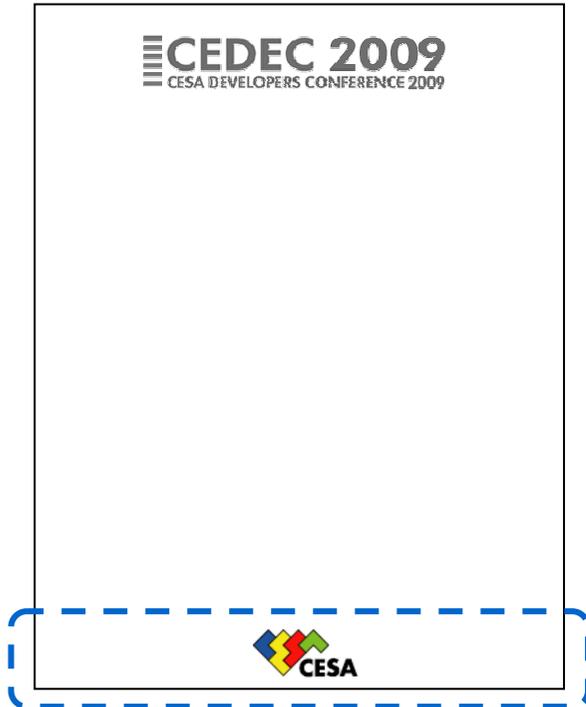
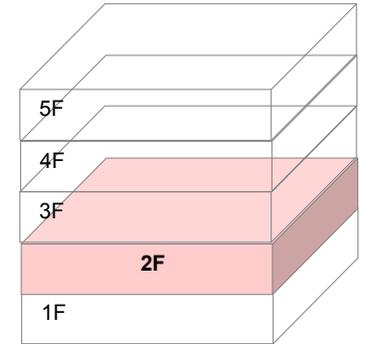
Note: Room Fee is for use of 9:00-21:00 per day.

H) SESSION PASS ADVERTISING (Exclusive)

Deadline: July 31

·Sponsor's Logo will appear on the cover and Advertising on the back side.

·Session Pass Advertising will be served only to sponsor which participates in any one of Menu A to E.



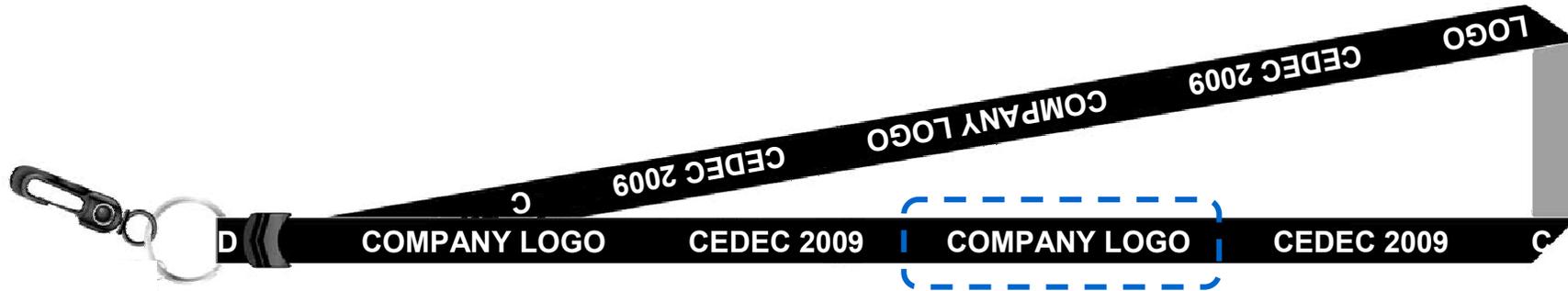
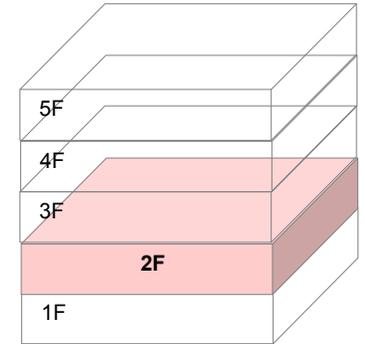
SPEC

- Material: Paper
- Size: w90 h105 (planned)
- Color: 4C
- Distribution for: Attendees, Speakers, etc.

FEE: JPY **300,000** (excl. tax 5%)

Tentative Image

·Lanyards Advertising will be served only to sponsor which participates in any one of Menu A to E.



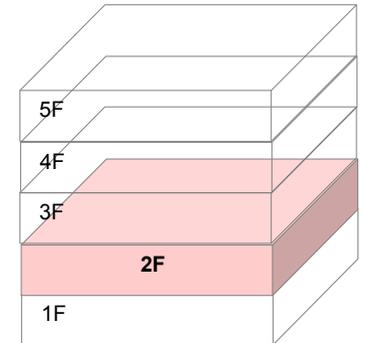
Tentative Image

SPEC

- Material: Nylon
- Size: w15 h900 mm (planned)
- Color: 1C
- Distribution for: Attendees, Speakers, etc.

FEE: JPY **500,000** (excl. tax 5%)

·Tote Bag Sponsorship will be served only to sponsor which participates in any one of Menu A to E.



Tentative Image

SPEC

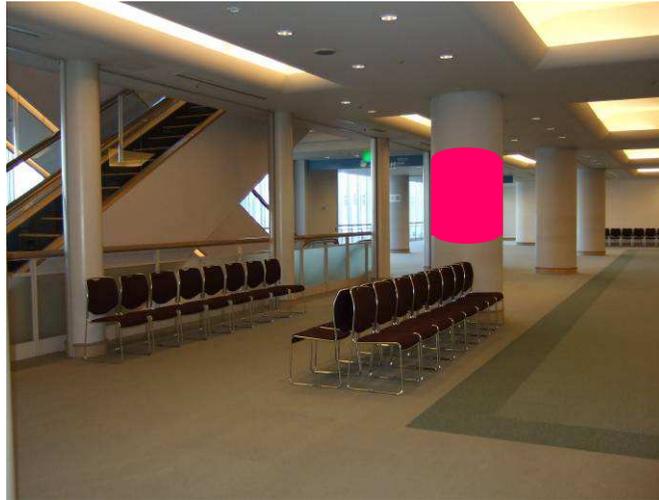
- Material: Cotton
- Size: w260 h330 (planned)
- Logo Size: up to 100mm each
- Color: 1C
- Distribution for: Attendees, Speakers, etc.

FEE: JPY **750,000** (excl. tax 5%)

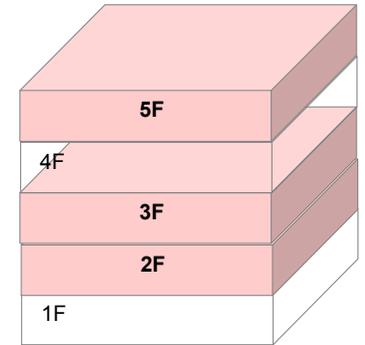
K) BANNERS

Deadline: July 31

Banners will be served only to sponsors which participate in any one of Menu A to E.



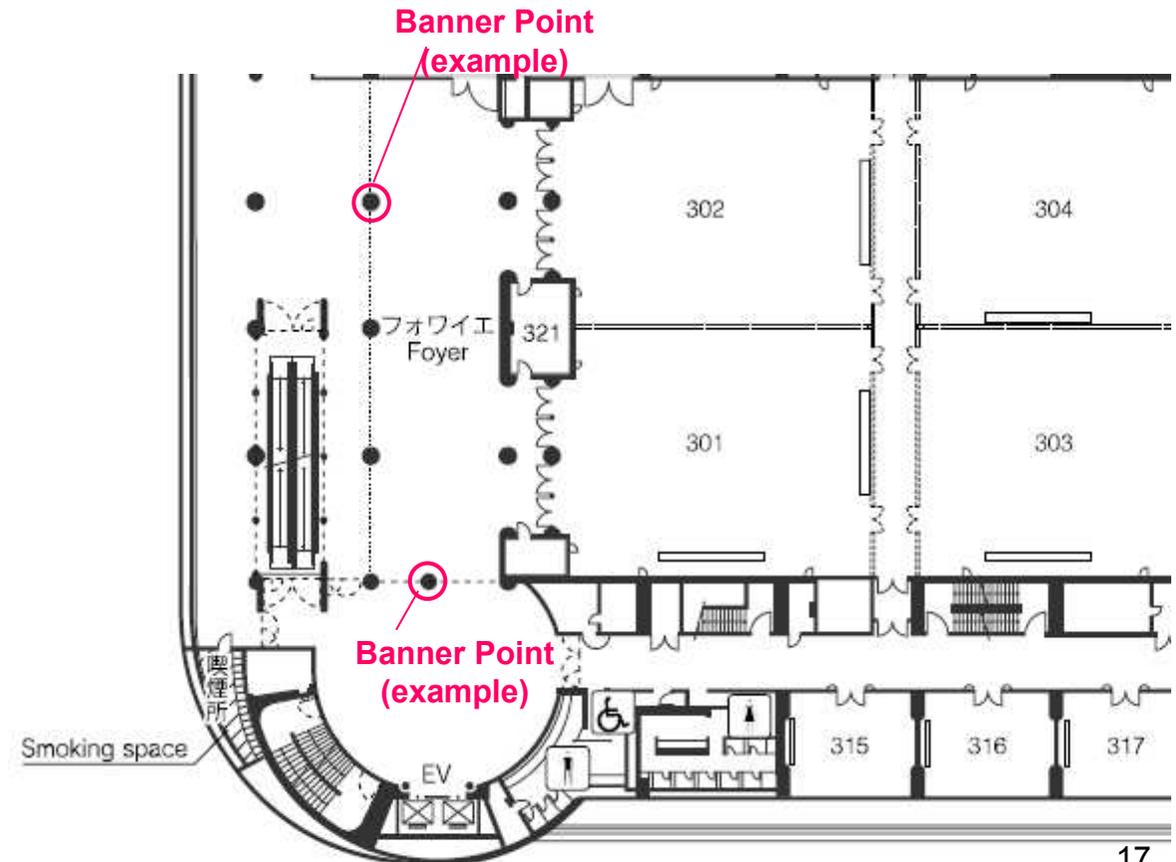
Image



SPEC

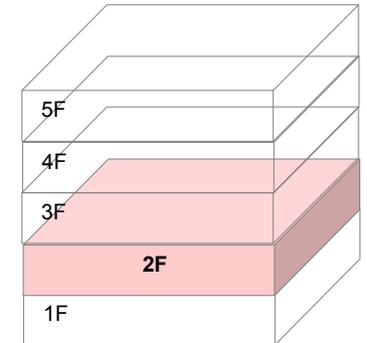
- Material: cloth
- Size: w1500 h1000 (planned) x 2

FEE: JPY **250,000** (excl. tax 5%)





Cover Page of 2008



Overview

Distribution at: Entrance
Circulation: 2,500 (planned)
Size: A4 (297 x 210 mm)

	Fee (excl. tax 5%)		Size
	Sponsor	Non Sponsor	
Back Side	JPY 200,000	JPY 240,000	H 297 X W 210
Cover 2	JPY 150,000	JPY 180,000	
Cover 3	JPY 150,000	JPY 180,000	
1 Page, 4 Color	JPY 100,000	JPY 120,000	

Note: Sponsor means company which participates in any one of Menu A to F.

Official Website Advertising will be served only to sponsors which participate in any one of Menu A to F.



Image

SPEC

- w468 h60 pixel
- GIF format (up to 20KB) or Flash format (up to 30 KB)
- Running Period: July to October (planned)
- Up to 3 banners will run on the website.

FEE: JPY **200,000** (excl. tax 5%)

Please FAX the application form to the CEDEC Management Office.

- After a submission, the Management Office will issue an invoice.
- Advertising Items are served in order of arrival.
- For cancellation after the application, the Management Office will charge the cancel fee.

Cancel Charge	- June 30	30%
	July 1 - 31	50%
	August 1 -	100%

For inquiries:

CEDEC Management Office
c/o Computer Entertainment Supplier's Association (CESA)

E-mail: cedecspeaker@cesa.or.jp
TEL. +81-3-3591-9151 FAX. +81-3-3591-9152

SPONSORSHIP APPLICATION FORM

FAX: +81-3-3591-9152



Please FAX this application to the CEDEC Management Office.
Deadline: July 31

Item	Order Number	Fee
A EXHIBIT BOOTHS		
B SPONSORSHIP SESSIONS		
C LUNCHEON SESSIONS		
D REGULAR SESSIONS SPONSORSHIPS		
E CEDEC AWARDS SPONSORSHIPS		
F Developers Night SPONSORSHIPS		
G MEETING ROOMS		
H SESSION PASS ADVERTISING		
I LANYARDS		
J TOTE BAG SPONSORSHIP		
K BANNERS		
L GUIDE BOOK ADVERTISING		
M OFFICIAL WEBSITE ADVERTISING		
Subtotal		
TAX(5%)		
Total		

Cancel Charge

-June 30: 30% July 1 – 31: 50% August 1-: 100%

CEDEC Management Office
 c/o Computer Entertainment Supplier's Association (CESA)
 TEL. +81-3-3591-9151 FAX. +81-3-3591-9152
 E-mail: cedecspeaker@cesa.or.jp

Company Name		
Address		
Person In charge Of Application	Name	
	Title	
Contact Person	Name	
	Title	
	TEL	
	FAX	
	E-mail	